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"This application claims priority to US Provisional Application Serial No. 60/175,869, entitled A SYSTEM AND METHOD FOR PROVIDING A MARKETING PRESENTATION, filed January 12, 2000, which is herein incorporated by reference in its entirety for all purposes."

On page 1, lines 10-12, please delete the current paragraph, which begins with the phrase "This application is related to US Application ...", and replace it with the following replacement paragraph:

A2
"This application is related to US Application Serial No. 09/483,388, entitled A SYSTEM AND METHOD FOR PROVIDING A DISTRIBUTED MARKETING PRESENTATION, filed January 13, 2000."

AMENDMENTS TO THE CLAIMS

Please amend claims 1 and 21-24 to read as follows:

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1. (Amended) A method of providing an electronic marketing presentation, comprising:
displaying a marketing object container, said marketing object container including a marketing location for receiving at least one marketing object to be presented in said marketing container to a user of an interactive medium;
associating an attribute with the marketing object container; and
selecting at least one marketing object for being associated with the marketing object container.

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cont
21. (Amended) A method of creating a marketing presentation in a display medium, comprising:
defining the location and size of a marketing object container in the display medium;
associating a marketing attribute with the marketing container, the marketing attribute including parameters that define how the marketing object container can be used in a marketing presentation;
receiving subsequently from a user a selection of the marketing object container and at least one marketing object to be displayed in the marketing object container;
binding the at least one marketing object to the marketing object container; and

displaying the marketing object in the marketing object container in accordance with the parameters of the marketing attribute.

22. (Amended) A method of creating a marketing presentation in an interactive medium, comprising:

displaying a marketing object container on a display medium;

in response to a selection of the marketing object container, displaying a number of campaigns that are available to associate with the marketing object container, each of said campaigns being associated with a plurality of offers compatible with the campaign;

receiving a selection of a campaign to apply to the marketing object container;

displaying the plurality of offers that are compatible with the selected campaign; and

receiving a selection of at least one offer for placing in the marketing object container.

23. (Amended) A system of providing an electronic marketing presentation, comprising:

a processor configured to display a marketing object container, said marketing object container including a marketing location for receiving at least one marketing object to be presented by means of said marketing container to a user of an interactive medium; the processor also being configured to facilitate associating an attribute with the marketing object container; and selecting at least one marketing object for being associated with the marketing object container; and

a memory coupled with the processor, the memory being configured to provide the processor with instructions.

24. (Amended) A computer program product for providing an electronic marketing presentation, comprising:

computer code displaying a marketing object container, said marketing object container including a marketing location for receiving at least one marketing object to be presented by means of said marketing container to a user of an interactive medium;

computer code associating an attribute with the marketing object container;

computer code selecting at least one marketing object for being associated with the marketing object container; and

a computer readable medium that stores the computer codes.